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Celebrating Mango's Heritage and Cultural Influence

Many foods are delicious, some foods we crave, and a few foods inspire passion.

One food embodies it all: Mango.

Today's consumers are passionate about food that is delicious, nourishing, authentic, and exciting. To share the mango love and explore how mangos can inspire U.S. consumers, the National Mango Board (NMB) embarked on a quest to bring to light the significance of mangos in cultures and cuisines around the world. The Share. Mango. Love program was designed to convey the cultural relevance that surrounds this sweet fruit; setting up a platform for the NMB's vision – to bring the world's love of mangos to the U.S.

"Educating consumers on the superfruit's journey from farm to table and uncovering the meaning of mangos beyond the fruit is crucial to captivating U.S. consumers. We want to inspire consumers by sharing the story of mangos through their history and cultural meaning," stated Rachel Muñoz, Director of Marketing at the NMB.

Share. Mango. Love. Puerto Rico focuses on a mango farmer and the harvesting process, which highlights the farm to table story behind this delectable fruit. The NMB began its journey on the streets of Puerto Rico where mangos permeate through the colorful spirit of the Caribbean island. Mango trees stand tall over the streets and backyards of the island, which positions mangos as a staple fruit of the Puerto Rican diet. The NMB visited a mango farm where generations of hard work and dedication is deeply rooted over acres of mango trees and packing facilities. "Our visit showed us not only the harvesting process, but also the passion the Marti family and Martex Farm workers displayed in dealing with the delicious fruit. Seeing how Puerto Rico embraced mangos firsthand made us want to explore other cultures' love for the fruit and share it with U.S. consumers," added Muñoz.

Share. Mango. Love. Mexico seeks to understand the significance of mangos within the rich culture and cuisine in Mexico. The NMB traveled to Mexico City to deep dive into the flavor pairings of mangos which makes them special with the Mexican people. From the roaming street markets (tianguis) to the tables of renowned restaurants, mangos shine through in recipes or by itself, with a hint of lime and chili pepper of course. Mangos are as basic to the taste memories for Mexicans as apples are to U.S. consumers. Our objective is to bring this culinary story to the U.S. and build those memories for our consumers to enrich the cultural relevance of this beloved fruit," concluded Muñoz.

Visit [Share. Mango. Love Puerto Rico](#), and [Share. Mango. Love. Mexico](#) to get immersed in the full cultural mango experience.

**About the National Mango Board**

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.